

Safehaven Project

Demo



SCENARIO

SafeHaven is launching a seasonal direct mail campaign in the Charlotte, NC market offering 75% off the first month of service.

The QR code on the mailer points to a custom landing page that must:

- Deliver a high-converting, mobile-optimized experience
- Show branch-specific content & Demonstrate scalable architecture for future multi-brand rollouts
- Track form submissions and phone calls
- Launch within 3 business days

HIGH-CONVERTING, MOBILE-OPTIMIZED EXPERIENCE

- Accessibility standards were followed to appeal to a broader audience range.
- Responsive design using grid and flex accommodates a broad array of devices.
- Asynchronous loading of resources provides quick page rendering.
- Using vanilla modular JavaScript prevents resource bloat.

SHOW BRANCH-SPECIFIC CONTENT AND SCALABILITY

- Branch related information is stored in the `/api/locations.json` file. The file contains:
 - The unique URL path that identifies the branch location e.g. “CharlotteNC”
 - Branch location name e.g. “Charlotte, NC”
 - Branch phone number
 - Service Area ZIP Codes
- Apache Mod Rewrite is used to dynamically specify the branch
 - The application can serve multiple locations
 - Addition or removal of branches is handled by editing the `locations.json` file

TRACK FORM SUBMISSIONS AND PHONE CALLS

Event listeners attached to the Call-to-Action gather and save user and ad-campaign information when clicking on “GET A QUOTE!” or “CALL NOW!”

User Information saved:

- Name
- Email Address
- Phone Number
- ZIP Code

Ad-campaign Information saved:

- The branch page
- Urchin Tracking Module (UTM) parameters
- User ZIP IN/OUT of branch service area
- Call actions include branch phone #

LIGHTHOUSE MOBILE

99

Performance

100

Accessibility

100

Best Practices

100

SEO

99

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

- First Contentful Paint

1.6 s

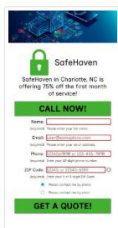
- Total Blocking Time

0 ms

- Speed Index

1.6 s

 View Treemap



Expand view

- Largest Contentful Paint

1.6 s

- Cumulative Layout Shift

0.015

91

Performance

100

Accessibility

100

Best Practices

100

SEO

91

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

- First Contentful Paint

2.7 s

- Total Blocking Time

0 ms

- Speed Index

3.0 s

 View Treemap



Expand view

- Largest Contentful Paint

2.8 s

- Cumulative Layout Shift

0

LIGHTHOUSE DESKTOP

99

Performance

100

Accessibility

100

Best Practices

100

SEO

99

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

Expand view

- First Contentful Paint

0.6 s

- Total Blocking Time

0 ms

- Speed Index

0.6 s

View Treemap



- Largest Contentful Paint

1.0 s

- Cumulative Layout Shift

0.002

99

Performance

100

Accessibility

100

Best Practices

100

SEO

99

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

Expand view

- First Contentful Paint

0.6 s

- Total Blocking Time

0 ms

- Speed Index

0.6 s

View Treemap



- Largest Contentful Paint

0.9 s

- Cumulative Layout Shift

0.002